

1 of 3

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5P-630P		:60	\$2,400.00	11/01-11/02	2	1	2	\$4,800.00	
		Buyline Comment: NEWS										
	2	M	5P-630P		:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
		Buyline Comment: NEWS										
	3	M	11P-1135P		:60	\$2,400.00	11/05-11/05	1	1	1	\$2,400.00	
		Buyline Comment: NEWS										
	4	TH-F	11P-1135P		:60	\$2,400.00	11/01-11/02	2	1	2	\$4,800.00	
		Buyline Comment: NEWS										
	5	SA-SU	11P-1135P		:60	\$2,200.00	11/03-11/04	2	1	2	\$4,400.00	
		Buyline Comment: NEWS										
	6	SA	9A-930A		:60	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
		Buyline Comment: NEWS										
	7	SU	12A-1A		:60	\$90.00	11/04-11/04	1	1	1	\$90.00	
		Buyline Comment: L&O										
	8	SA	7A-9A		:60	\$1,250.00	11/03-11/03	1	1	1	\$1,250.00	
		Buyline Comment: SAT TODAY										

Station KSNV-TV LAS VEGAS, NV.
Advertiser () JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 3178
Buyer KEGAN BERAN
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //3178
Flight Dates 11/01/2012 - 11/06/2012
Hiatus Weeks

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	9	SU	830P-930P		:60	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	
			Buyline Comment: NEWS AFT NFL									
	10	SA	8P-9P		:60	\$2,400.00	11/03-11/03	1	1	1	\$2,400.00	
			Buyline Comment: RALSTON IN PRIME									
	11	SU	8P-9P		:60	\$16,000.00	11/04-11/04	1	1	1	\$16,000.00	
			Buyline Comment: SNF END OF GAME BREAK									
	12	SU	1A-2A		:60	\$90.00	11/04-11/04	1	1	1	\$90.00	
			Buyline Comment: DLINE									
	13	TH-F	2A-3A		:60	\$60.00	11/01-11/02	2	1	2	\$120.00	
			Buyline Comment: TODAY REPEAT									

---REPORT TOTALS---

Report Totals: 17 / \$43,350.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$43,350.00
Sales Totals: 17 / \$43,350.00
Station Totals: 17 / \$43,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$149,483	CATV	0%	KBLR	0%	KINC	0%	KLAS	28%	KSNV	29%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	2%	KVVU	18%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Station

KSNV-TV LAS VEGAS, NV.

Advertiser

() JOE HECK 4 CONGRESS

Product

JOE HECK 4 CONGRESS

Estimate#

3178

Buyer

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Flight Dates

11/01/2012 - 11/06/2012

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Books

NOV12

Demos

RA35+

--- CREDIT RISK ---

CASH IN ADVANCE